

Campbell & Company

Your Trusted Partner for AI Advisory

AI presents a transformational opportunity as our sector seeks innovative approaches to engage supporters, boost fundraising, and shift the tide of declining participation in giving.



AI Advisory

Many nonprofit leaders are asking the same questions: **How should we use AI? Where can it help? And how do we do it responsibly?** Campbell & Company helps organizations answer those questions through practical planning, policies, and training that align AI use with broader data and fundraising goals.

Our approach focuses on helping organizations make the most of the tools they already have, including Microsoft Copilot, the Microsoft 365 ecosystem, and their CRM, while building a foundation for continued learning as the technology evolves.

"Campbell & Company's AI Advisory engagement provided a structured way to evaluate our readiness, identify meaningful use cases, and create a roadmap for responsible implementation."

- Dan Neinstadt, Vice President of IT,
Pheasants Forever & Quail Forever

Outcomes

A thoughtful approach to AI can help organizations:

- ✓ Establish clear policies and guardrails for responsible AI use
- ✓ Increase value from existing technology investments
- ✓ Identify and implement practical, high-impact use cases
- ✓ Strengthen staff knowledge and confidence
- ✓ Create capacity for higher-value work
- ✓ Build a foundation for ongoing learning and responsible adoption



Our Approach



Explore

We start by showing teams what is possible with AI, recognizing that nonprofit teams sometimes lack time to dig in and explore. Through trainings and demonstrations, we help leaders and staff understand the AI landscape and see how it can support their day-to-day work.



Plan

We use an AI maturity model across nine functional areas to help teams understand what adoption looks like at every stage, from early experimentation to mature practice. This gives leaders a clear picture of where they are today and what progress can look like over time.

Working alongside your team, we assess readiness, identify implementation priorities, and translate what we learn into an AI planning roadmap, including required resources, recommended timelines, and an AI use policy.



Implement

With priorities set, we help your team put the roadmap into action. We prioritize use cases where staff can see results quickly, then expand from there. Our work centers on the tools you already have, and we pair every implementation with the training needed to make adoption stick.



Revisit

6 months after completing implementation activities, we bring back the maturity model to have a discussion about what's next in your AI journey.

Why Campbell & Company?

Our approach to AI is grounded in the same philosophy that guides all of our work: meeting organizations where they are, building on existing strengths, and creating lasting capacity for the future.

We will help you cut through the noise of the AI marketplace by providing unbiased, thoughtful perspective on tools to support fundraising, starting with those that you already have. We will prioritize ethical AI use, ensuring that your practices and policies are aligned with your values. Through our partnership, we'll empower your organization to move forward with clarity and confidence as you navigate the evolving landscape of AI.

